

ORDER



Orders
Order / Rev: 683842 - 4
Alt Order #: 06144509
Product Desc: DCCC
Estimate: 1193
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 05/15/12 / 08/28/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Great American Media/ POL
Buying Contact: K Keuleman
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	43	\$107,480.00	\$91,358.00
10/29/12	10/29/12	11	\$7,200.00	\$6,120.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$107,480.00	\$91,358.00	0.00
November 2012	11	\$7,200.00	\$6,120.00	0.00
Totals	54	\$114,680.00	\$97,478.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	24%	\$114,680.00
Market	100%	\$477,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	20%	\$95,566.67
WFTS	15%	\$71,675.00
WMOR	2%	\$9,556.67
WTOG	2%	\$9,556.67
WTTA	2%	\$9,556.67
WTVT	20%	\$95,566.67
WVEA	0%	\$0.00
WWSB	15%	\$71,675.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/23/12	10/29/12	Letterman	CM	1135p-1237a	MTWTF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
Late Night with David Letterman															
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			2			\$700.00		0.00			
2	WTSP	10/23/12	10/29/12		CM	11a-12p	MTWTF--	:30	2	\$800.00	P-4	0.00	NM	2	\$1,600.00

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Price Is Right											
				Price Is Right											
				THE PRICE IS RIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					2	\$800.00		0.00			
3	WTSP	10/23/12	10/29/12	LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	3	\$2,000.00	P-3	0.00	NM	3	\$6,000.00
				LN (M-F)											
				10 NEWS-11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$2,000.00		0.00			
4	WTSP	10/23/12	10/29/12	M-F 12-1230p	CM	12-1230p	MTWTF--	:30	3	\$800.00	P-4	0.00	NM	3	\$2,400.00
				10 News @ Noon											
				10 NEWS-NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$800.00		0.00			
5	WTSP	10/23/12	10/29/12	5-530a	CM	5-530a	MTWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				5-530a 10 News											
				10 NEWS-5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					1	\$200.00		0.00			
6	WTSP	10/23/12	10/29/12	M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
				5-530p 10 News											
				10 NEWS-5PM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					2	\$500.00		0.00			
7	WTSP	10/23/12	10/29/12	530-6a	CM	530-6a	MTWTF--	:30	1	\$240.00	P-4	0.00	NM	1	\$240.00
				530-6a 10 News											
				10 NEWS-530A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					1	\$240.00		0.00			
8	WTSP	10/23/12	10/29/12	M-F 530-6p	CM	530-6p	MTWTF--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
				10 News at 530p											
				10 NEWS-530P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$500.00		0.00			
9	WTSP	10/23/12	10/29/12	M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$800.00	P-4	0.00	NM	3	\$2,400.00
				6-630p 10 News											
				10 NEWS-NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$800.00		0.00			
10	WTSP	10/23/12	10/29/12	M-F 6-7a	CM	6-7a	MTWTF--	:30	3	\$300.00	P-4	0.00	NM	3	\$900.00
				6-7a 10 News											
				10 NEWS-6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$300.00		0.00			
11	WTSP	10/23/12	10/29/12	7-730p	CM	7-730p	MTWTF--	:30	3	\$2,000.00	P-4	0.00	NM	3	\$6,000.00
				Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$2,000.00		0.00			
12	WTSP	10/23/12	10/29/12	CBS This Morning	CM	7-8a	MTWTF--	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
				CBS This Morning		(7:00 AM-8:00 AM)									
				CBS THIS MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					2	\$300.00		0.00			
13	WTSP	10/23/12	10/29/12	730-8p	CM	730-8p	MTWTF--	:30	3	\$2,400.00	P-4	0.00	NM	3	\$7,200.00
				Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$2,400.00		0.00			
14	WTSP	10/23/12	10/29/12		CM	8-9a	MTWTF--	:30	3	\$300.00	P-4	0.00	NM	3	\$900.00

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	WTSP	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
CBS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		0.00			
26	WTSP	10/25/12	10/25/12	Thu Prime C The Mentalist	CM	Thu 10-11p	---T---	:30	2	\$8,000.00	P-3	0.00	NM	0	\$0.00
THE MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$8,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	10/22/12-10/28/12		Thu Prime C		Thu 10-11p	---Th----	:30		(\$8,000.00)		0.00	NM		
Credited															
2	WTSP	10/22/12-10/28/12		Thu Prime C		Thu 10-11p	---Th----	:30		(\$8,000.00)		0.00	NM		
Credited															
27	WTSP	10/25/12	10/25/12	Thu Prime B person of interest	CM	Thu 9-10p	---T---	:30	1	\$8,000.00	P-4	0.00	NM	1	\$8,000.00
PERSON OF INTEREST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$8,000.00		0.00			
28	WTSP	10/23/12	10/23/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$15,000.00		0.00			
29	WTSP	10/24/12	10/24/12	Wed Prime B Criminal Minds	CM	Wed 9-10p	--W----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$10,000.00		0.00			
30	WTSP	10/25/12	10/25/12	Thu Prime C Elementary	CM	Thu 10-11p	---T---	:30	2	\$8,000.00	P-3	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$8,000.00		0.00			
31	WTSP	10/26/12	10/26/12	Fri Prime A CSI: NY	CM	Fri 8-9p	----F--	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
UNDERCOVER BOSS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$7,500.00		0.00			
													Totals	54	\$114,680.00